



## **MINUTES**

### **MAIN STREET/DDA MONTHLY BOARD MEETING**

- **Date & Time:** October 16, 2024, 4:00 PM
- **Location:** Burke Day Public Safety Building, Conference Room, 78 Van Horne Ave
- **Present:** Charissa Murray, Tim Arnold, Maggie Wright, Rachel Jones, Cassidi Kendrick, Ansley Howze, Sarah Bernzott, Ricardo Ochoa, Robbyn Childs, Dillon Patel
- **Absent:** Kelly Swope
- **Observers:** Ruthie Wilson (Forever Tybee)

**Call to Order:** The meeting was called to order by Maggie Wright at 4:00 PM.

#### **Approval of Minutes**

The minutes from the July 17, 2024, and August 24, 2024, meetings were reviewed and approved.

- **Motion to approve:** Charissa
- **Second:** Rachel

#### **Administrative Updates**

##### **Board Position Nomination:**

- A nomination committee was formed to fill a vacant board position.
- **Motion to approve the nomination committee:** Dillon
- **Second:** Ricardo
- Committee Members: Robbyn, Charissa, Cate, and Dillon
- The committee will review three applicants and make a recommendation before the December Council meeting. The meeting to finalize their recommendation must be held before November 20.

##### **Upcoming Committee Meetings:**

- Promotions: November 14, 4:00 PM
- Economic Vitality: November 6, 4:00 PM
- Organization: November 13, 10:00 AM
- Design: November 12, 2:00 PM

### **Quorum and Attendance Policy:**

- Cassidi reminded board members of the importance of achieving a quorum at all meetings to ensure effective decision-making.
- Attendance via call-in does not count toward quorum requirements, as per the bylaws. Rachel confirmed that attendance policies are outlined in the board's bylaws.

### **Staff Report (Maggie Wright)**

- Holiday Market:
  - Vendor finalization is ongoing with over 50 responses received for 30 available spaces.
  - Planning continues for children's activities.
  - Volunteers and sponsors are still needed.
- Locals Discount Card: Progress updates shared.
- Lunch and Learn: Holiday Storefront Decorating Lunch and Learn was held on October 9.
- Merchant Meeting: Scheduled for October 22 at 5:00 PM at the Guardhouse.
- Financial Reports: Included in the meeting packet for review.
- Banners: New banners were installed on Friday.

### **Committee Reports**

- **Promotions (Cate):**
  - Labor Day Beach Bash Recap: Overview of event highlights and feedback received.
  - Holiday Market Planning:
    - Concerns were raised about cornhole placement. The move to the pier received negative feedback; a review was needed to address community preferences for regulation bags and boards.
    - A Pet Parade is being organized (Cassidi).
    - Entertainment is still pending confirmation.
  - Change of Promotions Committee meeting time to 4:00 PM approved.
- **Design (Maggie):**
  - August 13:
    - Replaced string lights and banners.

- Installed two bike racks.
    - Initiated Christmas décor planning.
    - Decided to repurpose old banners for use around the island.
  - September 10:
    - Discussed and approved murals and incentives through grants (e.g., the Park of Seven Flags project).
    - The wayfinding plan is completed but requires funding.
    - Landscaping improvements around the pier discussed; the possibility of placing the dolphin bike rack near the pier.
    - Seal coating of Tybrisa Street was identified as a needed improvement.
- **Economic Vitality** (Tim):
  - Recycling Initiatives: Interest in expanding recycling for aluminum and plastic. Tomeka filed a grant application to support the initiative (details pending).
  - A meeting is scheduled for November 4 with the City Manager and DPW to explore additional grant opportunities.
  - Turtle-Friendly Restaurant Program: The proposed expansion is to be reviewed and approved at the November meeting.
- **Organization** (Ansley):
  - Holiday Market:
    - The committee is recruiting sponsors and volunteers
    - T-shirts for volunteers are finalized.
  - Locals Discount Card:
    - Businesses must sign up by November 15. A new vendor will offer a cost-effective option, and the card will double as a nonprofit fundraiser.
  - Merchant Meetup: Scheduled for October 22, 5:00 PM at the Guardhouse.
    - PowerPoint Presentation has been finalized to highlight Main Street's accomplishments and ongoing projects.

## Upcoming Events

- Trunk or Treat: Friday, October 25
- Witchy Soirée: Saturday, October 26
- Walk MADD: Saturday, October 26, Tybrisa Parking Lot
- Tour de Art: Saturday, November 16
- Holiday Market: Saturday, November 30

## **Adjournment**

- **Motion to adjourn:** Charissa
- **Second:** Cate
- The meeting was adjourned with unanimous approval.